

# The Fan Page Playbook

How to turn one song into a hundred Instagram videos, and turn those into Spotify streams.

FIRST EDITION — READ IT ONCE, THEN JUST FOLLOW THE DAILY PART

## THE SHORT VERSION

- 1 Make 2 to 4 fan accounts for yourself.
- 2 Every day, post one short lyric video from your song on each account.
- 3 Every video looks different. Different template, different font, different motion.
- 4 Watch which ones get watched twice. Make more of those.
- 5 Spotify link sits in the bio, and nowhere else.

*that's it. the rest is detail.*

## 01 SIDE A

### Why fan pages

Your artist page has one job: look like an artist. Post there twice a week, keep it clean, keep it curated.

A fan page has a completely different job: throw stuff at the wall every single day and see what sticks.

Here's the thing people miss. When you post from your artist page, you're an artist promoting yourself. When the same video comes from **@yourname.lyrics**, it reads like somebody else was moved enough by your song to make something. Same video. Totally different feeling for whoever's watching.

Fan pages also let you fail in public without it costing you anything. A flop on your main page sits there forever. A flop on a fan page is gone by tomorrow.

And volume. Instagram doesn't hand you reach, it tests you. Four accounts posting daily is 120 tests a month instead of 8.

## HOW MANY ACCOUNTS?

Start with two. Add more once posting feels automatic. Four is plenty. Ten is a job you'll quit in a week.

# Setting the accounts up

## Names

Don't overthink it. Pick a lane per account:

- **yourname.lyrics** for the straight lyric page
- **yourname.daily** for the everything page
- **yournameaesthetic** for the mood page
- **songnamefanpage** if one track is doing numbers and deserves its own home

Avoid anything with **official**, **real**, or **hq** in it. Those read like a bot account.

## Bio

Three lines, no more:

fan page for @yourartisthandle ❤️  
new song out now  
[spotify link]

The link goes to your Spotify. Not a link-in-bio page with nine buttons. One tap, one destination. If someone's on a fan page bio, they already want the song. Don't make them choose.

## Profile pic

Cover art, cropped tight. Or a grainy photo of you that doesn't look like a press shot. Not your logo.

## Before you post anything

Give each new account 2 or 3 days of just being a normal account. Scroll. Like a few things. Follow 20 or 30 accounts in your genre. Then start posting. Accounts that are born and immediately post five videos get looked at funny.

# The daily loop

This is the whole job. Should take 20 minutes.

- 1 **Morning.** Open Reelyrics. Upload your track once, it stays there. In step 2, pick a different piece of the song than yesterday. In step 3, pick a look you haven't used this week. Export.
- 2 **Post.** One video per account per day. Space them out, don't dump all four at 9am. Morning, lunch, evening, late night works fine.
- 3 **Evening.** Check yesterday's posts. Not likes. Look at the retention graph and the rewatches. Save the videos that held people.

#### GIVE IT 30 DAYS

Weeks 1 and 2 will look dead. That's normal, that's the account being new. Real signal starts around day 15.

#### 04 STEP 2

## Picking the part of the song

In step 2 you choose which piece of the song becomes the video. This choice matters more than every style choice combined.

- **Go for the line people would text each other.** Not the first line of the verse. Not the part you're proudest of technically. The line that's a little too honest, a little too specific, or that lands like a punchline.
- **10 to 12 seconds is the sweet spot.** Long enough to land, short enough to loop twice while someone's deciding whether to care.
- **Don't open on four bars of nothing.** If the clip starts on an instrumental run-up, the viewer's already gone. Start close to the vocal.
- **Mine the whole song.** One track has 6 to 10 postable moments. Chorus, pre-chorus, bridge, that one weird ad-lib. Different moments hit different people. The line you think is the hook often isn't the one that travels.

#### 05 STEP 3

## The looks, and how to use them

Step 3 is where it actually starts looking like something. Two big choices, then the details.

### Choice one: templates or clips

**Templates** are finished designs. Pick one, it's done. Four families to work through.

**Reels** is the main set, built for a 10 to 12 second vertical clip.

## Aura

Dark indigo drifting into amber, film grain, glowing type over a slow morph. Loops seamlessly. The safe one that always works.

## Chrome

Brushed metal, blown-out speculars, a spinning CD. Y2K, and the brightest thing in the app.

## Static

Scanlines, chromatic split, tracking dropouts on near-black. Loudest and fastest page in the set.

## Downpour

Lyrics behind a rained-on window, droplets bending the words as they slide down. Loops seamlessly.

## Jewel Case

A CD turning in its case on black glass, reflected, small lowercase lyrics beside it. Loops seamlessly.

## Whiteout

An X-rayed CD on a blown-out white page, big plain lyrics, the paper flickering like a copier lamp.

**Pixel** is lo-fi phone-screen stuff. **Moonlit** is a blue phone screen with a ghostly lily. **Rose** is dusty pink with a moon, clouds and a little dog. These do very well with younger audiences and anything bedroom-pop adjacent.

**Kinetic** is all type, no illustration. The words carry it.

## Stamp

Heavy uppercase on flat ink. Every line lands oversized and snaps into place, punching on each word.

## Polar

The page inverts with every line, black to near-white and back. Big flush-left type, nothing else on the frame.

## Offset

Misregistered riso print on paper. Lines drop in off-square and straighten, leaning the other way each time.

**Zine** is cut-and-paste ransom-note stuff. Every word gets pasted on its own tilted scrap as it's sung. **Ransom** on paper, **Blackout** on an inked black page. Very strong for anything aggressive or confessional.

**Clips** is the other route. Real footage, AI-matched to your song, cut to the beat. Two modes: **Clip video** stitches full footage on the beat, the classic lyric video look, with a fade toggle if you want cross-dissolves instead of hard cuts. **Frame flash** takes six matched clips and uses only the first frame of each, cycling on an interval you set. Great for anything fast.

## Choice two: the lyric styling

This is where you get real variety without changing the whole design.

**Font.** Three families: Normal (Inter, Roboto, Bebas Neue and friends), Handwriting, and Pixel. Swapping a handwriting font for Bebas on the same template makes it a different video.

**Reveal.** How the words show up. **Letter by letter** is the classic karaoke crawl. **Word by word** is cleaner and snappier, best for punchy lines. **Whole group** lands the full line at once, good for a one-liner you want to hit like a statement.

**Motion.** How the block moves. This changes the feel more than anything else on the panel.

### None

Nothing moves, the words just appear.

### Slam

Lands oversized, snaps down past its resting size, then punches on every word. Locks to the vocal.

### Rise

Grows in from slightly small and wide, letters drawing together as they settle. Smooth.

### Tilt

Drops in at an angle and straightens, leaning the opposite way each time.

### Pulse

No entrance. The block just breathes with each word as it's sung.

### Drift

A slow swell and sway through the block, never resting and never arriving.

### Swell

A slow travelling shot under the whole clip. The block drifts, turns and swells, sharpening as each word lands.

*slam and pulse hit on every word. rise and tilt only animate on the way in.*

**Colour treatments.** Three switches worth knowing. **Negative** inverts the text against whatever's behind it, frame by frame, and looks expensive. **Backdrop** dims everything except the letters, which stay lit from the footage underneath, and gives the best readability of the three. **Glow** halos the type in its own colour. Turn it on for anything dark.

## Two things that will save you

KEEP TEXT OUT OF THE BOTTOM OF THE FRAME

Instagram lays the caption, your handle, the audio strip and the whole action rail over the bottom of the video. Anything down there is covered. Reelyrics keeps the lyric box clear by default, so if you drag it down, check the preview.

DARK IS FINE. DARK AND EMPTY IS NOT

A near-black frame with nothing luminous and nothing moving gets skipped instantly, because it reads as a video that failed to load. Any dark look needs a glow, a grain, or something drifting. Go as dark as you like, just not still.

06 METHOD

## How to actually test aesthetics

Don't just make random videos and hope. Run it like this.

### Week 1 — the spread

Same 10 second hook. Same lyrics. Five versions, one per look family:

- 1 A Reels template. Aura is the safe pick.
- 2 A Pixel one. Moonlit or Rose.
- 3 A Kinetic one. Polar or Stamp.
- 4 A Zine one. Ransom.
- 5 Clip video with your favourite font on Backdrop.

Post one a day. Same caption, same time of day, same hashtags. The only variable is the look. By the end of the week one or two will clearly outperform. That's your lane, and your audience just told you what they respond to for the price of five exports.

### Week 2 — the narrow test

Take the winning look. Change one small thing at a time.

- Monday: the winner as-is
- Tuesday: same, but Slam instead of None
- Wednesday: same, but uppercase
- Thursday: same, but a different hook line
- Friday: same, but Glow on

One variable per day. This is how you find out whether it was the template or the motion doing the work.

## Weeks 3 and 4 — scale what won

Now you know your look. Run every hook in the song through it. This is also where the fan pages start to differentiate, so give each account its own lane and they stop looking like clones.

- **Account A** — Zine, handwriting, your rawest lines
- **Account B** — Pixel, small lowercase, the soft ones
- **Account C** — Clip video, glow, the big chorus moments

Then every couple of weeks, deliberately post one thing that doesn't fit the lane. Sometimes the outlier is the one that goes.

## What to actually look at

Ignore likes. These four are the ones that mean something:

- **Retention graph.** Where does it fall off? A drop in the first 2 seconds means the opening is the problem, not the song. People making it to the end means you found something.
- **Rewatches.** Reels weighs loops heavily. A video watched twice is worth far more than one that's liked. The templates that loop seamlessly are built for exactly this.
- **Saves and shares.** These mean the line hit. Saves beat comments.
- **Profile visits.** The one that turns into streams. High views with no profile visits means either the video worked and the song didn't, or your bio isn't pulling.

### 07 THE FUNNEL

## Getting them to Spotify

The video's job is to make someone need to hear the full song. Everything after that is just removing friction.

**Caption: short.** The lyric line, or a reaction to it. Not a paragraph about your creative journey.

this part 🎧

"[the line]" is insane actually

**No link in the caption.** It kills reach and nobody taps it anyway. Say link in bio, or say nothing.

**Hashtags: 3 to 5, specific.** #sadrap beats #music. Genre plus mood plus a scene tag. Rotate them.

**Use your own song as the audio.** Every time. That's how someone discovers the track from a stranger's video six months from now. Make sure the sound is credited to your artist profile.

**Comments are free reach.** Pin one on every post, something like "full song is out" or an actual question. Reply to everyone for the first hour. When you post from a fan account you can also drop a comment from your artist account, and that's how people find the real page.

**Cross-post everything.** The same file goes to TikTok and YouTube Shorts. Zero extra work, three platforms.

## 08 WHEN IT WORKS

# When one pops

You'll know. One video does 10x the others. Move fast.

- 1 **Repost the same video to your other accounts** over the next few days. Not the same day.
- 2 **Make three variations of it.** Same hook, slightly different look. The algorithm found an audience, so feed it more of the same thing.
- 3 **Post it from your artist page too.** This is the only time to break the artist page rules.
- 4 **Check the bio link works.** Sounds dumb. People lose thousands of streams to a dead link.
- 5 **Mine the comments.** Whatever line people are quoting becomes your next five videos.

## 09 TEAR-OFF STRIP

# The 30 day checklist

### DAYS 1 TO 3

- ☐ Create 2 fan accounts
- ☐ Bios written, Spotify link in both
- ☐ Follow 20 to 30 accounts in your genre, per account
- ☐ Upload your song to Reelyrics
- ☐ Mark out 8 to 10 postable moments in the track

### DAYS 4 TO 10

- ☐ Same hook, five different look families, one per day
- ☐ Same caption and posting time for all five
- ☐ Note the retention graph on each

#### DAYS 11 TO 17

- ☐ Winning look identified
- ☐ Five one-variable tests on it
- ☐ Third account created if the first two are moving

#### DAYS 18 TO 30

- ☐ Every hook in the song run through the winning look
- ☐ Each account has its own lane
- ☐ One deliberate outlier post per week
- ☐ Top 3 videos reposted across accounts

#### END OF THE MONTH

- ☐ Which video drove the most profile visits?
- ☐ What did Spotify do across the 30 days?
- ☐ Which template family are you keeping?
- ☐ Next song loaded and ready

#### 10 SIDE B

## The stuff that actually matters

- **Consistency beats quality.** A decent video every day beats a perfect one every ten days. Every time.
- **The hook line matters more than the design.** A great line in an ugly template will beat a boring line in a beautiful one.
- **Loops are the cheat code.** Ten seconds watched twice counts more than twenty watched once. Half the templates loop seamlessly for exactly this reason. Use them.
- **Something has to move in the first two seconds.** That is the entire window you get.
- **Don't get precious.** These are disposable. Make them, post them, forget them, make more. The one that works will not be the one you spent an hour on.